



Attorney Docket No.: 559442003900  
(PATENT)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of:  
Michael CRISTOFALO et al.

Application No.: 09/852,229

Confirmation No.: 4955

Filed: May 8, 2001

Art Unit: 2611

For: **TECHNIQUE FOR OPTIMIZING THE  
DELIVERY OF ADVERTISEMENTS AND  
OTHER PROGRAMMING SEGMENTS BY  
MAKING BANDWIDTH TRADEOFFS**

Examiner: H. V. Tran

**AMENDMENT IN RESPONSE TO NON-FINAL OFFICE ACTION**

MS Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

**INTRODUCTORY COMMENTS**

This is in response to the non-final Office Action dated October 6, 2006, for which a response was due on January 6, 2006. Filed herewith is a Petition and fee for a one-month extension of time, thereby extending the deadline for response to February 6, 2006. Accordingly, this response is timely filed. Reconsideration and allowance of the pending claims, as amended, in light of the remarks presented herein are respectfully requested.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 3 of this paper.

**Remarks/Arguments** begin on page 27 of this paper.